

IDS (Citation) by Applicant (6 References)

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Dated: May 11, 2009

Electronic Signature for Charles A. Bieneman: /Charles A. Bieneman/

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| Substitute for form 1449/PTO | | | | Complete if Known | |
| INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i> | | | | Application Number | 10/800,887-Conf. #1929 |
| | | | | Filing Date | March 15, 2004 |
| | | | | First Named Inventor | Lester K. Chu |
| | | | | Art Unit | 3696 |
| | | | | Examiner Name | J. A. Anderson |
| Sheet | 2 | of | 2 | Attorney Docket Number | 66703-0016 |

| NON PATENT LITERATURE DOCUMENTS | | | |
|---------------------------------|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Examiner Initials* | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T ² |
| /J.A./ | CA | Bob Tedeschi, To attract more advertising from small businesses, search engines contemplate replacing a click with a ring. The New York Times, June 7, 2004. | |
| /J.A./ | CB | Non-Final Office Action dated 2/10/09 in U.S. Serial No. 11/180,123. (30 pages) | |
| /J.A./ | CC | Response to Non-Final Office Action dated 2/10/09 in U.S. Serial No. 11/180,123. (7 pages) | |
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| Examiner Signature | /John Anderson/ | Date Considered | 12/17/2009 |
|-----------------------|-----------------|--------------------|------------|

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.